

City Vision Statement

Durham will be North Carolina's leading City in providing an excellent and sustainable quality of life.

City Mission Statement

The City of Durham is dedicated to improving the quality of life in our community by delivering cost-effective, highly responsive services with integrity and friendliness.

- To improve the quality of life by reducing the incidence of crime.
- To improve the quality of life by addressing the root causes of crime.
- To improve the quality of life by ensuring the availability of, and access to, adequate, safe, and affordable housing for every resident.
- To provide economic development activities that increase citizen access to high quality jobs while increasing the City's tax base.
- To improve the livability of the City by managing the City's growth, protecting and preserving the environment, and maximizing the use of public infrastructure.
- To improve the City's image by preserving and enhancing the community's aesthetic beauty and natural assets and by building upon the rich and diverse cultural heritage of the community.

Durham City Council Priorities

- **Economic Development & Poverty Reduction**
 - **Fiscal Responsibility**
 - **Managing Growth**
 - **Crime**

"About the Cover"

The cover highlights some of the murals that can be seen around the City of Durham. Some of the murals are located at the Streets of Southpoint mall, which opened in March 2002. Others are located throughout the downtown area, such as the Durham Central Park, the Hayti Heritage Center, and the American Tobacco Complex.

